

Opportunities: Reaching Enrolment Goals



Community Involvement

- As only university in NL, public has vested interest in Memorial's success.
- Build upon an expand MI's longtime connection with providing programming that meets community/industry needs.
- Voices of NL public are loud and proud
- Impactful public engagement positively influences achievement of enrolment goals.



Indigenous Engagement and Reconciliation

- Prioritize all strategic goals outlined in the Strategic Framework for Indigenization that support enrolment (especially those related to retention of indigenous students).
- Prioritize Labrador Campus program development and student enrolment.



State of the Art Facilities in Certain Areas

- Enhances overall student experience, supports academic excellence and fosters sense of belonging.
- E.g., CSF, the Launch, Grenfell Observatory, Bonne Bay Aquarium and Research Centre, Signal Hill Campus, Pye Centre for Northern Boreal Food Systems.



Multiple Campuses & Geographic Locations

- Unique landscapes attract new and continuing students.
- Increases accessibility for dispersed population.
- Increases opportunities for economic impacts.



Environmental Sustainability

- Survey results indicate environmental sustainability is a determining factor to post-secondary choice.
- Memorial can promote NL's pristine water and clean air.



Untapped student markets and Underrepresented Students

- Will be a leader in providing an anti-racist, inclusive and diverse educational environment.
- Create new learning environment through continuing education and ethos of learning.
- Must attract, support and retain under-represented groups.



Unique Academic Programming

- Reach untapped student markets.
- Provide a competitive recruitment edge.
- Address needs of emerging fields.
- e.g. Co-op Programs in Ocean and Naval Architecture, ROV Operator Program, BFA (Theatre), PhD in Arctic and Subarctic studies.



Appetite for Change

- Significant number of individuals in interim roles at most senior levels.
- Agreed-upon retention and enrolment plan can provide focus and stability.
- Consistent and predictable enrolment can help with financial stability and efficient allocation of resources.



Increased Government Collaboration

- Identify opportunities for involvement or input into NL Government Education Accord (e.g. to help improve student preparedness, etc.).
- Revisit the status of the Higher Education Council.
- Regular meetings and discussion between municipal leaders and Sr. University leaders to address common concerns and issues (e.g. housing and transportation).



Student Engagement

- Opportunity through a combination of academic programming and social activities to improve the students' sense of belonging at the university.
- Students who are engaged and happy in the decision to attend Memorial (be it from the program to the social interactions) can block out the "noise" around them.



Research

- Improve the synergies and the connections between research and enrolment.
- Improve connections between research administrative units and the School of Graduate Studies.
- Better translate research success into institutional success and share broadly with university community and beyond.